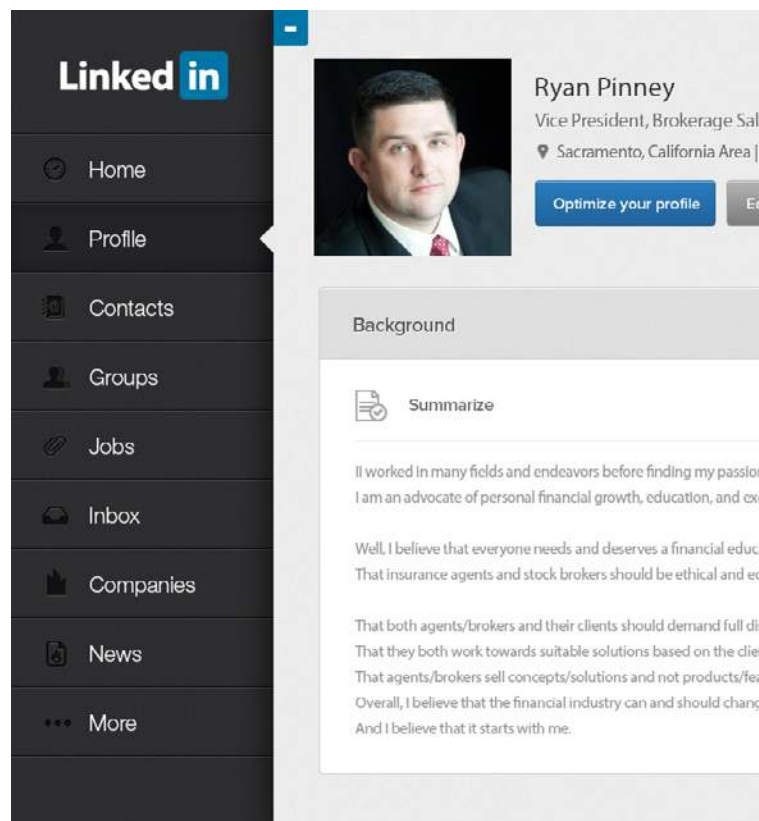




# 10 Ways

## Financial Advisors Can Use *LinkedIn* for Social Selling



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# Introduction to **10 Ways** Financial Advisors Can Use *LinkedIn* for Social Selling

**T**hank you for visiting PinneyInsurance.com. It's our goal to provide all the tools for your success as a producer. From webinars to eBooks to our weekly Tools of the Trade email, we've got lots of ways to help you stay in touch with the latest news and tools in the industry.

We put together this eBook with tips from our own brokerage directors and marketing department, as well as the most helpful presentations on LinkedIn we saw at this year's Sales Acceleration virtual summit.

Many broker dealers have specific requirements for what can and cannot be posted on social media. Be sure you check with your compliance department before making any changes to your profile. Once you have the green light, the tips and strategies presented here will help you formulate a strategy for building your personal brand on LinkedIn.

Stay tuned for more information on technology, automation, and social media to keep you at the forefront of the social selling phenomenon.



*Ryan Pinney  
Vice President,  
Sales & Marketing*

# LinkedIn

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Why It Needs to Be a  
*Vital Part* of Your  
Sales Strategy

# LinkedIn

## Why It Needs to Be a *Vital Part* of Your Sales Strategy

**A**s of February 2014, LinkedIn has more than 277 million users worldwide. More than 93 million of these users are in the U.S., although the network includes members from 200 countries worldwide.

LinkedIn members include executives from every single 2013 Fortune 500 company. A LinkedIn whitepaper, “Influencing the Mass Affluent,” revealed that 87% of people with assets between \$100,000 and \$1 million are active on social media. For many of them, LinkedIn is their network of choice.

If that’s not reason enough to beef up your LinkedIn presence, take note: a survey by Putnam Investments found that **75% of financial advisors are on social media**. Of those surveyed, 95% said that LinkedIn was their preferred network.

It’s taken financial advisors a few years to come to grips with social media, and LinkedIn in particular. While the site launched in 2003, it didn’t become popular in the finance and insurance sectors until nearly a decade later. In fact, the number of advisors using LinkedIn rose 61% from 2012 to 2013. The 21st century producer can’t afford to be left behind.

This eBook contains tips and tricks for using LinkedIn to its full potential. This advice comes straight from the most forward-thinking leaders in the insurance, sales, and marketing worlds to help you stand out from the crowd.

LinkedIn is a vital part of the new trend of “social selling.” Koka Sexton, Senior Manger of Social Marketing for LinkedIn, defines social selling as “leveraging your professional brand to fill your pipeline with the right people, insights and relationships” (Sales Acceleration Summit presentation, 2014). So how do you take the first step? The 10 strategies outlined here make a great start.



# Five Easy Steps to *Get Started* on LinkedIn

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*by Ryan Pinney*



**Ryan Pinney**

*Vice President, Sales & Marketing*

Connect with Ryan:

[rpinney@pinneyinsurance.com](mailto:rpinney@pinneyinsurance.com)

# Five Easy Steps to *Get Started* on LinkedIn

*by Ryan Pinney, Vice President, Sales & Marketing  
at Pinney Insurance Center, Inc.*

**W**hen you're just starting out with LinkedIn, building your network of connections seems like a time-consuming task. The good news is that it doesn't have to be. I used these tips when I was starting out, and now I have over 500 connections. It doesn't happen overnight, but in a few weeks, you can see real results if you follow these simple suggestions.

**First**, complete your entire profile to include any and all pertinent work experience. The goal here is to present yourself as knowledgeable, capable, and dependable. The more experience you have in insurance sales, the better. It may seem unnecessary to go back 10+ years in terms of past positions, but it's going to add up in terms of portraying you as an expert in the field.

**Second**, take a look at your profile photo. Is it a professional headshot? If not, it should be. In other words, don't rely on a snapshot from your last family gathering. Imagine that a prospect is searching for you on LinkedIn—your photo is their first impression of you. It needs to be professional, friendly, and above all, inspire trust and confidence.

**Third**, use your existing contacts to build your network. LinkedIn makes it easy to import your contacts from Outlook, Gmail, Hotmail, Yahoo! Mail, and more. Invite people you know, work with, or interact with on a personal level to connect with you. Remember, your network is more than simply your clients and prospects. It's everyone who can help you grow and market your personal brand. That includes people you volunteer



# Five Easy Steps to *Get Started* on LinkedIn

*by Ryan Pinney, Vice President, Sales & Marketing  
at Pinney Insurance Center, Inc.*

with, neighbors, friends, coaches, community group members, and more.

**Fourth**, use the LinkedIn search function to find the people and businesses you want to connect with. Once you find them, LinkedIn will tell you who in your network is already connected to your target. Ask your connection to introduce you and follow-up as needed to add your new contact to your network.



**Fifth**, and most importantly, connect with people everywhere you go: business meetings, industry conferences, community outreach events, even school or sporting occasions when you meet the parents of your kids' friends. The next time you come home from an event with a handful of business cards, connect with those folks on LinkedIn. People are usually willing to connect because they want to build their networks, too.

**In practice:** Here's one example of mining your connections to grow your business. A few years ago, I identified a local bank I wanted to work with, but I didn't know anyone in management there. When I searched for those members of management on LinkedIn, I discovered my neighbor was connected to their VP of Insurance and Investments—the exact right person for me to speak with.

After one quick phone call, I had a lunch meeting set up with my neighbor and the VP. The meeting went well, and now I provide the insurance brokerage services for that bank. But remember...this connection didn't happen because of a client or co-worker. It happened because of a neighbor. You never know who your next important connection might be. That's why you need to take advantage of every opportunity to grow your network.





**Re-cap:** When you're just starting out with LinkedIn, make sure your entire profile is complete. Use a professional headshot as your profile photo. Take advantage of the LinkedIn search function to see how you're connected to industry leaders. And most important, connect with people everywhere you go, and add them to your professional network on LinkedIn.

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***“Your personal connections can turn out to be as important as your professional ones. Don’t neglect any avenue to grow your network.”***

- Ryan Pinney

# Cold Calling is *Dead...* Thanks to LinkedIn

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## *Insights from Ken Krogue & Steve Richard*



### **Ken Krogue**

*President and Founder of InsideSales.com  
Sales Acceleration Summit 2013: Presenter*

*Ken is President and Founder of InsideSales.com, and a Forbes.com contributing author. The InsideSales.com PowerDialer™ for Salesforce has been the #1 dialer and sales automation product on the AppExchange for 5 years.*

*Image & Bio © insidesales.com & linkedin.com/in/kenkrogue*



### **Steve Richard**

*Co-Founder of Vorsight  
Sales Acceleration Summit 2013: Presenter*

*Steve Richard is Co-Founder of Vorsight, the Sales Training Provider of the Year four years in a row, according to the American Association of Inside Sales Professionals. Steve has been featured in The Harvard Business Review, The Washington Business Journal, The Washington Post, CNN/Money, and CNBC.*

*Image & Bio © linkedin.com/in/saleskickoffspeaker*

# Cold Calling is *Dead...*

## Thanks to LinkedIn

*Insights from Ken Krogue & Steve Richard*

**“LinkedIn is the single most powerful tool on the planet for doing effective pre-call research and for tapping into your existing relationships.”**

**K**rogue and Richard have written extensively about using LinkedIn for research purposes in order to boost sales. In an eBook based on their wildly successful webinar, “The Science of Using LinkedIn, Technology, & Social Selling for Cold Calling,” Krogue and Richard explain how to use their “3x3 Research” method. Richard’s company, Vorsight, found that using this method boosted sales reps’ conversion rates (from prospects to appointments) by 16.7%.

Here’s how the method works.

Before calling a prospect, you need to learn some information about them. You have to demonstrate that you can bring value or solve a problem for them. If you call without enough information, you won’t be able to convey this clearly enough. If you call with too much information, you may come across as too enthusiastic or, even worse, an internet stalker.



# Cold Calling is *Dead...*

## Thanks to LinkedIn

*Insights from Ken Krogue & Steve Richard*

The “3x3 Research” method involves finding **three pieces of relevant information about your prospect in three minutes**, all of which can often be done on LinkedIn. They recommend looking for these specific pieces of information:

- Articles your prospect has written or that have been written about them
- Previous employers
- Competitors your prospect is using or following



They describe this type of research as “quick and dirty”—it’s enough to give you the confidence to call, but it doesn’t waste valuable sales time.

Practice doing these searches on a regular basis and you’ll get even faster, making it easy to brush up on a prospect’s history and interests before your next meeting or sales call.

# Take Your LinkedIn Profile beyond “Summary” and “Skills”

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*by Jenni Wiltz*



## **Jenni Wiltz**

*Copywriter & Social Media Specialist*

*Jenni Wiltz is a copywriter and social media specialist at Pinney Insurance Center, Inc. Her journalism and fiction have won national writing awards. She holds bachelor's degrees in English and history from UC Davis, and a Master's in English from Sacramento State. When she's not writing, she enjoys sewing, genealogical research, and working on home improvement projects.*

# Take Your LinkedIn Profile beyond “Summary” and “Skills”

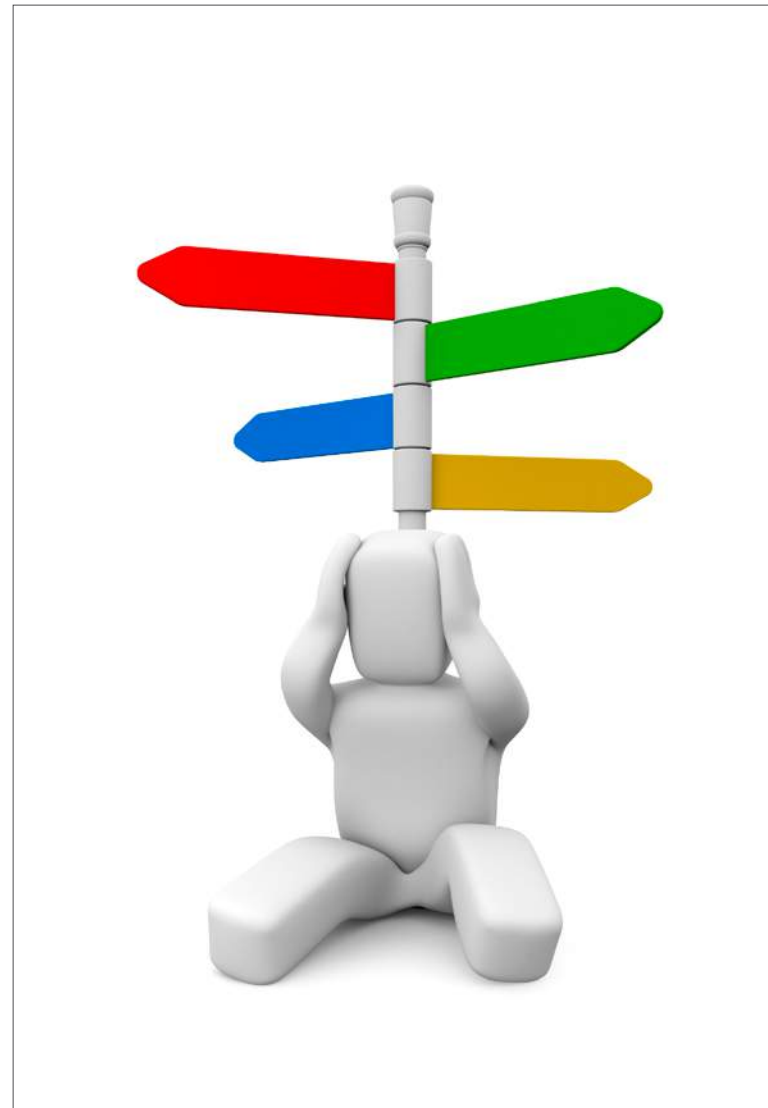
by Jenni Wiltz, Copywriter & Social Media Consultant  
at Pinney Insurance Center, Inc.

**“Your profile is more than a resume, so it should include more than your work history and skills.”**

**A**ccording to LinkedIn, you’re 40 times more likely to receive new opportunities if your profile is 100% complete. Only 50.5% of existing profiles meet that benchmark. If you take the time to fully complete your profile, you’re already ahead of *half* of your competition. But what can you do to help your profile stand out after you’ve filled in your headline, summary, work history, and skills?

## Step 1:

Optimize your profile for keywords. Start by looking at your skills—the things people have endorsed you for. Do these words and phrases appear in your headline, summary, and experience? Don’t make any of your content sound forced or grammatically incorrect, but do add more keyword-rich detail when it’s appropriate. For example, if you’re an agent, instead of writing, “I can help you plan for the future,” you might say, “I can help you with your retirement planning goals.”



# Take Your LinkedIn Profile beyond “Summary” and “Skills”

*by Jenni Wiltz, Copywriter & Social Media Consultant  
at Pinney Insurance Center, Inc.*

## Step 2:

Leverage your existing content to help distinguish your profile. If you write a blog post for a company or industry blog, link to it in the “Publications” section of your profile. You’ll drive traffic to that post, and more importantly, be seen as an expert in your area of expertise. Be sure the articles you post have your byline and contact information. You can also post whitepapers, presentations, or formal reports you’ve written or worked on in collaboration.



## Step 3:

Add any projects you’re working on to your profile. Are you conducting an independent study, creating a training manual or course, or involved in an agency-wide initiative? List these in the “Projects” section of your profile. You can also tag co-workers helping on the project.

## Step 4:

Include a link to your profile in your email auto-signature. If you send a potential client an email, they may click it to learn more about you. Let your knowledge and expertise be the deciding factor that convinces them to email you back.

# I Have a LinkedIn Account, But What Do I Actually SAY To Get Through, and Sell?

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*Insights from Art Sobczak's Sales  
Acceleration Summit Presentation*



Image & Bio ©  
[businessbyphone.com/about](http://businessbyphone.com/about)

## **Art Sobczak**

*President, Business by Phone, Inc.  
Sales Acceleration Summit 2014: Presenter*

*Art Sobczak has delivered over 1500 in-person training programs, ranging from multiple day and long-term repeat engagements, to 30-minute keynote presentations. He customizes and delivers onsite programs for companies and associations, and delivers his two-day Telesales College public workshops around the US, as well as Smart Calling seminars.*



# I Have a LinkedIn Account, But What Do I Actually SAY To Get Through, and Sell?

*Insights from Art Sobczak's Sales Acceleration Summit Presentation*

**“Bottom line, LinkedIn is a tool. A great tool, like a thermonuclear Swiss Army knife on steroids. But like any tool, success relies on the skill of the user.”**

In his 2014 Inside Sales presentation, Sobczak reminded viewers that it takes time to get good at using LinkedIn. You have to do more than simply fill out your profile and wait for the clients to line up at your virtual doorstep.

One of his most important suggestions is using your second-degree connections. These are the people who are not connected to you directly (yet), but are connected to one of your current first-degree connections.



Before you invite second-degree connections into your network, Sobczak has one big caveat: “...PLEASE, under no circumstances can you use one of the generic LinkedIn connection requests...That shows ignorance of how LinkedIn works, it shows a lack of creativity, and laziness. And it is impersonal” (Inside Sales presentation, 2014).

So what’s the best way to get around the impersonal feel of the generic request?

Customize it with a quick rewrite. Always include a personal note that mentions who you have in common, where you might have met or interacted in the past, and why you want to connect.

It only takes a moment to rewrite LinkedIn’s standard connection request, and it can make all the difference in terms of getting your request accepted.

# Three Ways to Integrate LinkedIn with your *Existing Web Presence*

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*by Nic West*



**Nic West**

*Brokerage Director*

Connect with Nic:

[nwest@pinneyinsurance.com](mailto:nwest@pinneyinsurance.com)

# Three Ways to Integrate LinkedIn with your Existing Web Presence

by Nic West, Brokerage Director at Pinney Insurance Center, Inc.

**“ Make your presentations and posts work harder for you by sharing them across multiple platforms.”**

If you're feeling overwhelmed by the demands of creating and maintaining your web presence, you're not alone. The trick is to connect your existing accounts and share content across multiple platforms. You'll spend less time pasting links and more time generating profile views.



## Twitter:

Connect your LinkedIn and Twitter accounts, allowing you to send your newly posted LinkedIn updates as Tweets. This gives you instant content for your Twitter feed, without taking more time out of your day. From your “Privacy & Settings,” click the “Profile” tab, then “Manage your Twitter settings.” Click “Add your Twitter account” and fill in your Twitter username and password. Once your Twitter is connected, you will have the option to post any update to “Public + Twitter.”

## Your blog or website:

You can display content from your LinkedIn profile on your blog or website. [Click here to build a “Member Profile” plugin](#). You can choose how much information to display, ranging from a small LinkedIn logo with your name beside it to a business card-style display that shows your name, photo, job title, and a link to view your profile.

# Three Ways to Integrate *LinkedIn with your Existing Web Presence*

*by Nic West, Brokerage Director at Pinney Insurance Center, Inc.*

At the link in the paragraph above, you'll get a snippet of code that you or your webmaster can paste into a widget on your site.

## **SlideShare:**

If you've ever created a PowerPoint presentation, you're ready to use SlideShare. In Q4 of 2013, the SlideShare site averaged 60 million unique visitors per month, with 215 million page views. You can easily add SlideShare presentations to your LinkedIn page, as well share them on Twitter or Facebook.

To begin, create a free SlideShare account and upload any PowerPoints you want to share. Each presentation will have its own link. From your LinkedIn profile summary, click "Add a link" and paste the link to the presentation you want to share. You can also add presentations to any section of your "Experience," highlighting your expertise with a particular product or concept.



# LinkedIn and Social Selling for *Business Development*

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*Insights from Brynne Tillman's  
Sales Acceleration Summit Presentation*



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[linkedin.com/in/brynnetillman](https://www.linkedin.com/in/brynnetillman)

## **Brynne Tillman**

*President & CEO of Social Sales Link  
Sales Acceleration Summit 2014: Presenter*

*Brynne Tillman represents Business Development University in the Greater Philadelphia area, and trains professionals on how to leverage LinkedIn for Business Development as well as perform LinkedIn makeovers and provide keynote speaking for organizations and corporations.*

# LinkedIn and Social Selling for Business Development

*Insights from Brynne Tillman's Sales Acceleration Summit Presentation*

**“Your LinkedIn Profile represents your professional brand. In fact, your profile may receive more first time visitors than your website.”**



**Y**our LinkedIn profile is far more than an online resume. That content is indexed by Google, which makes your profile a gateway for web searchers looking for an insurance agent or brokerage. In her eBook, *LinkedIn & Social Selling for Business Development*, Brynne Tillman offers tips for optimizing your profile using the terms that your prospects use to find agents, as well as the specific products you're selling. If you include the right keywords in your profile, **you have a better chance of showing up in search results, both within LinkedIn and Google.**

Tillman suggests using a free online keyword tool to help you find the right search terms to include in your profile. Many tools offer free trials or a limited number of free searches that you can use without having to pay. Type in the keywords you think clients and prospects are using to find you, and compare them against the suggestions you receive. Are there effective search terms you've overlooked?

Two of Tillman's suggestions for keyword research include:

- <http://www.wordstream.com/keywords> (30 free searches)
- <http://keywordeye.com> (10 free searches)

Once you've identified the search terms your prospects are using, Tillman suggests including them in these 5 key profile areas:

- Headline
- Job titles and descriptions
- Summary
- Projects and publications (including in your media attachments)
- Skills and expertise

# Four Crucial Privacy Settings for *Financial Advisors*

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*by Paul Sanfilippo*



**Paul Sanfilippo**

Brokerage Director

Connect with Paul:

[psanfilippo@pinneyinsurance.com](mailto:psanfilippo@pinneyinsurance.com)

# Four Crucial Privacy Settings for *Financial Advisors*

by Paul Sanfilippo, Brokerage Director at Pinney Insurance Center, Inc.

**“LinkedIn is most effective when your profile is public. You never know which action or update may generate a connection.”**

**W**hether you're working independently or for a brokerage, you need to pay attention to your LinkedIn privacy settings. Some brokerages have compliance regulations that dictate how much of your profile can be made public. If you're independent, you still need to know how to toggle your privacy settings to make the most of both your profile and LinkedIn's search capabilities.



**Step 1:** Make sure your “basics” are public. This includes your name, industry, location, number of recommendations, picture, headline, summary, and current position.

**Step 2:** Check with your compliance manager about making these additional fields public: skills, education, groups, and interests. **You never know what may spark a connection with a prospect, whether it's an alumni group or a shared interest.**

**Step 3:** Turn on your activity broadcasts. This allows your future clients and connections to see when you make recommendations, follow companies, or change your profile. If you're looking to change jobs and don't want your current employer to see you updating your profile, de-select this option until you've made the necessary changes, then turn it back on.

**Step 4:** Decide whether to connect with competitors. Many financial advisors don't want competitors to gain access to their contact list. There are two ways to solve this: (1) Don't connect with competitors, or (2) Change your privacy settings so that only *you* can see your connections. Just be aware that if a prospect searches for you but can't see who you're connected to, it might make them wonder why you're hiding them. Knowing your competition can see your contacts just might inspire you to outshine them.



# How to Build a *Professional Brand* on LinkedIn

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*Insights from Koka Sexton's  
Sales Acceleration Summit Presentation*



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[linkedin.com/in/kokasexton](https://www.linkedin.com/in/kokasexton)

## **Koka Sexton**

*Senior Social Media Marketing Manager, LinkedIn  
Sales Acceleration Summit 2014: Presenter*

*Koka Sexton, Sr. Social Marketing Manager at LinkedIn, is one of the most recognized social experts in the technology industry. With ten+ years of sales experience and a passion for social media, Koka is the perfect evangelist for social selling, a topic that he promotes through national speaking engagements and was the founder of Social Selling University. Koka's expertise extends beyond his endless knowledge of social networks into his skill at employing them to drive lead generation, create new opportunities, and engage customers.*

# How to Build a Professional Brand on LinkedIn

*Insights from Koka Sexton's Sales Acceleration Summit Presentation  
KiteDesk/Evolve! #1 Ranked Social Sales Influencer*

**“Proficiency in social media is a differentiator now, but will soon be a qualifier.”**

**B**uilding your personal brand is the first step in mastering social selling. In his 2014 Sales Acceleration Summit presentation, Sexton described how he used LinkedIn and Twitter to build his brand and accomplish two key goals: (1) he gained visibility into the way his peers and competitors did their jobs, and (2) he presented himself as both engaging and knowledgeable in his subject field.



How can *you* build your brand on LinkedIn?

**Share helpful and/or engaging content with your network.** Sexton's examples of sharable content included fun pictures of places he wanted to go, quick summaries of things going on at work, social media tips, news stories his connections would find valuable, and even simple "Happy Monday" or "Thank You" messages in which he tagged his most valued connections (who often liked or commented on the post).

Posting information like this on a regular basis creates visibility for your personal brand...and visibility creates opportunities.

**Share a combination of industry news stories and fun content (like memes or inspirational quotes) designed to engage your connections.** Occasionally, you can share information about your company, such as a blog post or any press you've received. But remember, your goal is to add value for your connections, not to advertise yourself. LinkedIn is more than just a place to upload your resume—it's where you establish your online reputation and build your personal brand.

**PRO TIP:** To find out how to link your Twitter account with your LinkedIn profile, read [Nic West's article here](#).

# Are You Using LinkedIn Groups to *Grow Your Network?*

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*by Nickelle Leist*



**Nickelle Leist**

*Brokerage Director*

Connect with Nickelle:

[nleist@pinneyinsurance.com](mailto:nleist@pinneyinsurance.com)

# Are You Using LinkedIn Groups to Grow Your Network?

by Nickelle Leist, Brokerage Director at Pinney Insurance Center, Inc.

“*LinkedIn Groups give you more ways to interact with top producers and thought leaders, even if they’re not in your network.*”

**J**oining groups on LinkedIn is a great way to drive more profile views and get connected to thought leaders in the financial and insurance industries.



**Step 1: Join.** If you’re not sure which groups to join, LinkedIn will suggest some for you. From your LinkedIn home page (not your profile), look in the right-hand sidebar for “Groups You May Like.” You can also view a connection’s profile and see which groups he or she has joined (if they allow that information to be public). Alternatively, you can search for groups by name or subject area in the search bar at the top of the screen (select “Groups” from the drop-down menu to the left of the search bar). **Groups you may be interested in include LifeMark Partners, NAILBA, ProducersWeb, NAIFA-National, LIDMA, and Life and Annuity Sales Management Leaders.**

**Step 2: Engage.** It’s a good idea to get familiar with a group before deciding what to post. “Like” and comment on other posts first. Get a feel for the kind of content that gets liked or shared most often. Then, share your own blog posts or original content that fits the group’s needs and interests. Aim to comment at least once per day in each group you belong to.

**Step 3: Connect.** You can send a direct message to anyone in a group you belong to, whether you’re connected to them or not. This is a fantastic feature of groups that you need to be using to expand your network. You can send a group member a message, either to share information or introduce yourself. Use these wisely, though—you need to have something valuable to say or offer them. If they respond to your message, send a personalized connection request and add them to your network.

# How Top Sales Teams Leverage LinkedIn for *Social Selling*

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*Insights from Brett Wallace's Sales Acceleration Summit Presentation*



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[linkedin.com/in/brettwallace](https://www.linkedin.com/in/brettwallace)

## **Brett Wallace**

*Director of Sales for LinkedIn  
Sales Acceleration Summit 2014: Presenter*

*Brett Wallace is an accomplished business leader, storyteller and artist. He is currently a Director of North American Sales for Sales Solutions at LinkedIn (Nasdaq: LNKD), the world's largest professional network on the Internet, with more than 265 million members. LinkedIn's Sales Solutions enable organizations to leverage social selling to fill their pipelines with the right people, insights and relationships.*

# How Top Sales Teams Leverage LinkedIn for Social Selling

*Insights from Brett Wallace's Sales Acceleration Summit Presentation*

**“ Social sellers establish a professional brand, find the right people, engage them with insights, and build relationships.”**



**T**op sales teams have to find a way to market in a world full of noise. One way to cut through that noise is to use LinkedIn to establish a professional brand.

Using a presence on social media to create, grow, and market your brand is known as “social selling.” According to Wallace, social sellers create **45% more opportunities per quarter than those who aren't actively selling on social.**

During his Inside Sales presentation, Wallace offered 4 key components to successful social selling:

- **Create a personal brand.** Establish a professional presence on LinkedIn with a 100% complete profile. Next, add rich content (such as a SlideShare deck or presentation video). Showcase your skills by adding them to your profile and generating endorsements.
- **Find the right people.** Prospect efficiently using LinkedIn's powerful search and research capabilities. Look at the details of potential prospects in your 1st, 2nd, and 3rd degree networks, as well as alumni networks. Visit company pages to see how you're connected to people who work for that company. Remember, your activity drives views of your profile. Engage with the relevant people who look at you.
- **Engage with insights.** Discover and share valuable information to initiate or maintain a relationship. Read your prospects' profiles to understand their needs and interests, join groups, and follow your clients and their competitors to stay up-to-date.
- **Build strong relationships.** Expand your network to reach prospects and those who can introduce you to prospects. Engage by sharing, liking, and commenting on content posted from your network.

# About Pinney Insurance Center

*How We Stand out from the Competition!*

**P**inney Insurance Center, Inc. began as the R. Jan Pinney General Agency of Transamerica Occidental Life Insurance Company in 1972. Since our founding over 40 years ago, we have expanded from a regional, single-company agency to a national distributor with thousands of contracted agents and offices in California, Illinois, Maryland, Mississippi, North Carolina, Oklahoma, Texas, and Washington. Headquartered in Roseville, California, we provide a small local agency feel with the power of a major national firm.



We deliver top commissions, great underwriting, competitive products, incomparable service, “backroom” technical expertise, marketing assistance and sales ideas you can put to use immediately to earn more now.

- [Work with us! Our Services for Brokers and Partners](#)
- [Blog](#)
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## Join the Evolution of Insurance Marketing with DataRaptor

**D**ataRaptor is the most revolutionary and robust insurance sales system in the world. Designed with the insurance professional in mind, it’s more than a typical CRM. With built-in quoting, personalized e-marketing website, field underwriting, marketing automation, nurture campaigns, automated follow-ups, and more, DataRaptor is the evolution of insurance marketing! [Click here to learn more.](#)



**10 Ways**  
Financial Advisors Can Use  
*LinkedIn* for Social Selling

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Pinney Insurance Center, Inc.  
[www.pinneyinsurance.com](http://www.pinneyinsurance.com)

2266 Lava Ridge Court  
Roseville, CA 95661

Toll Free: (800) 823-4852  
Local: (916) 773-2800  
Email: [tools@pinneyinsurance.com](mailto:tools@pinneyinsurance.com)